



Helping Texas Communities **Thrive**

COMMUNITY INVESTMENT REPORT 2023



**superior
healthplan™**

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A Message from our CEO

Local healthcare matters.

That's why we have more than 3,200 employees who live in communities across Texas, all working to ensure our members get the care and support they need. In 2023, that local approach was evident in many ways – from our ongoing commitment to Uvalde, to forging unique partnerships with community-based organizations, and identifying new ways we can bring healthcare directly to those we serve.

Being **part of the culture in towns and cities all around the state has been our goal** since we first opened our doors in 1999. We were just a small health plan in El Paso at that time, but our foundation as a local organization has helped us grow into a plan that now serves about 2 million people across all 254 Texas counties.

As a statewide leader in healthcare, we provide comprehensive services through Medicaid, CHIP, Medicare, and the Health Insurance Marketplace. And since 2008, we have been the sole provider of healthcare for children and youth in foster care through the STAR Health program.

We can't do this work alone. That's why we're proud to **partner with hundreds of community-based organizations each year** to support our members where they live. Here's an overview of what we accomplished in 2023:



Mark Sanders

President and CEO
Superior HealthPlan



\$7.9 million to help fund a new multipurpose center in Uvalde.



\$130,000 in 2023 to fund hygiene closets.



\$730,000 in grants and sponsorships.



\$40,000 in funding to 3 McAllen-area providers

While we work to provide high-quality care for our members, we also know that **collaboration remains the most effective way to truly make a difference**. That's why we continue to work with nonprofit organizations, providers, schools, and neighborhoods across the state to further our mission of transforming the health of the communities we serve, one person at a time.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Sanders'.

Supporting Texas Communities

2023 at a Glance



416

Community Partners



167

Communities Impacted



840

Events



178

Total Sponsorships & Grants



946,244

Total Contributions



1,922,831

Total Membership



3,235

Total Employees

A Message From One of Our Partners



On behalf of the Community Resource Centers of Texas, Inc. (CRCTX), I would like to extend our appreciation and support for the partnership with Superior HealthPlan.

Because of Superior's generosity, we have been able to establish a hygiene closet for our community. **This closet has filled a vital gap providing families with household necessities, laundry items, home cleaning supplies, and much more.** With housing, transportation and utility costs increasing, our rural counties in Texas are particularly feeling the weight of the economic and financial burden.

“

We have the passion to serve these clients in a greater way and are thankful we can achieve this with Superior's support.”

Our mission is to create hope and change futures by joining forces with providers and connecting people to resources. We currently have Community Resource Centers in Blanco, Burnet, Llano, and Williamson Counties and provide free office space to local and state agencies fulfilling the same mission. Our goal is to be a one-stop shop for those needing help with food, employment, healthcare, and more.

With a vision to see everyone end their day without worries for tomorrow, Superior's support allows us to ease that burden for many people. We are grateful to witness how this partnership has served our community and has created a lasting impact.

Our sincerest gratitude,

Lucy Murphy

Executive Director

Community Resource Centers of Texas, Inc.

The Value of Partnerships

At Superior, **partnerships with community-based organizations allow us to reach more Texans** and make a difference in even more lives. A few ways we partner with schools and non-profits to bring communities the services they need are through parent and family education events, hygiene closet sponsorships, and community engagement initiatives and activities. Read what a few of our trusted partners had to say...



YMCA of El Paso

“On behalf of the YMCA of El Paso, I wish to extend our deepest appreciation to Superior HealthPlan for their support and partnership. In early 2022, Superior approached us with the idea of establishing a hygiene closet at one of our community centers. Their commitment did not end with the proposal; they have since funded this initiative on two additional occasions. As a result of their support, we have provided essential hygiene items to more than 1,000 families in our community since the inception of the program.”

Michelle Combs
Special Initiatives Director



Communities in Schools of the Heart of Texas

“The partnership between Communities in Schools of the Heart of Texas (CIS) and Superior HealthPlan has been highly impactful and has enabled our organization to have more engaging community events and ultimately reach more families. The events at our center made possible through our partnerships have allowed our students, families, and community members to come together to learn about local opportunities, health services and benefits, and skills needed to sustain a healthy and fruitful lifestyle.”

Marie Hines
Community Youth Development Coordinator



Odessa Family YMCA

“The Odessa Family YMCA is grateful for our partnership with Superior HealthPlan and cannot overstate their positive impact on our community. Superior cares about the most vulnerable members of our community and has made a significant difference in their lives. Our financially struggling families can access a hygiene closet and get basic items all individuals should have access to, thanks to funding from Superior. We are committed to promoting social responsibility and healthy living at the YMCA, and Superior is essential in helping us achieve our goals.”

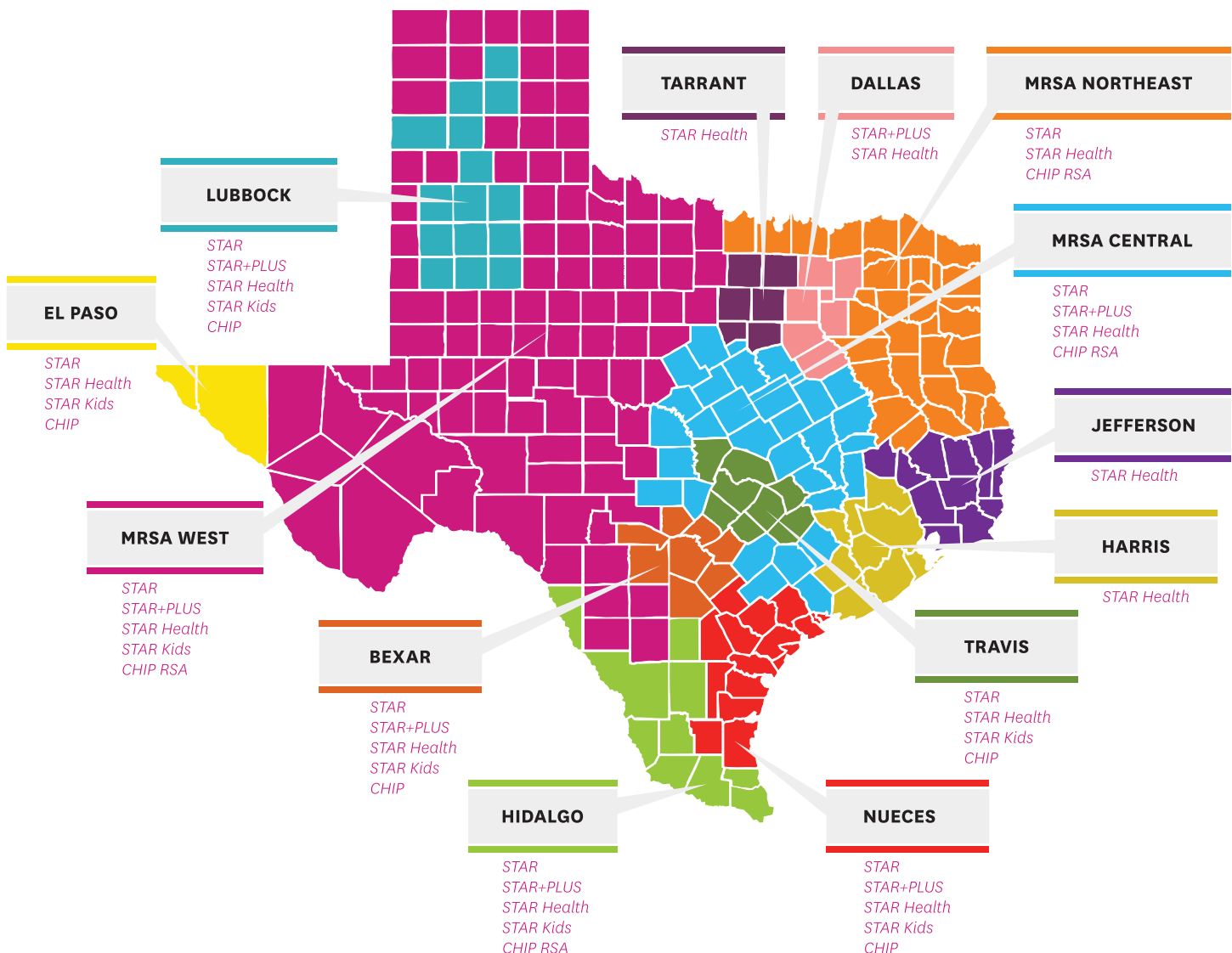
Wendy Hilliard
Group Fitness Supervisor and Grant Officer



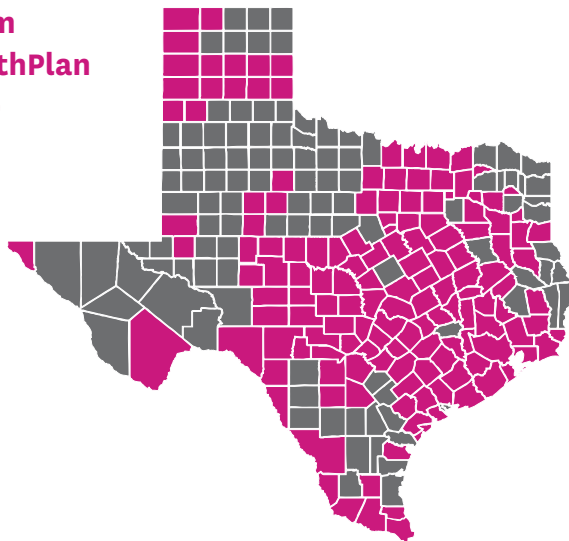
Plans for Life

Superior provides health-care coverage through nine product lines, including Medicaid, CHIP, Medicare and the Health Insurance Marketplace. These products are designed to help some of the most vulnerable people in Texas.

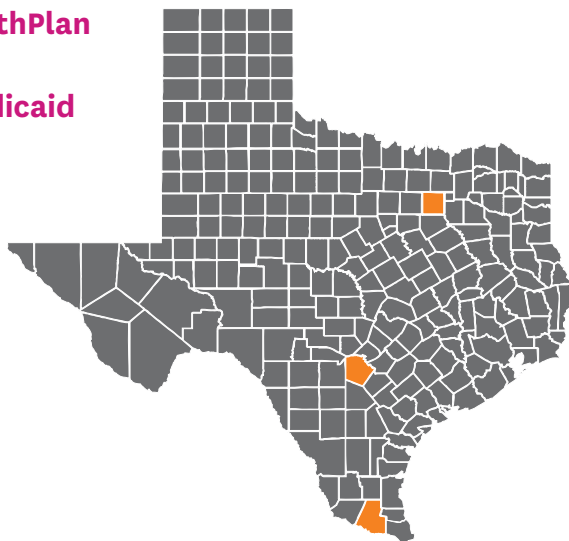
- **CHIP Perinate:** Prenatal and delivery services for unborn children of women from low-income backgrounds who are pregnant and do not qualify for Medicaid.
- **CHIP:** Health-care coverage for families whose income is too high to qualify for Medicaid, but who can't afford to buy private insurance.
- **STAR (Medicaid):** Health-care coverage for people from low-income backgrounds.
- **STAR+PLUS (Medicaid):** Health-care coverage for people from low-income backgrounds who are elderly or who have a disability.
- **STAR Kids (Medicaid):** Healthcare for children with disabilities, special needs or chronic conditions.
- **STAR Health (Medicaid):** Health-care coverage for children and youth in foster care.
- **STAR+PLUS Medicare-Medicaid Plan (MMP):** Healthcare for seniors and people who have disabilities who are enrolled in Medicare Parts A, B, and D and receive full Medicaid benefits.
- **Wellcare:** Texas Medicare Advantage programs for members who are eligible for Medicare, or Medicare and Medicaid (dual eligible). In 2020, Wellcare, Wellcare Texan Plus and Superior joined forces to better serve Medicare members.
- **Ambetter from Superior HealthPlan:** Affordable insurance for Texas residents through the Health Insurance Marketplace.



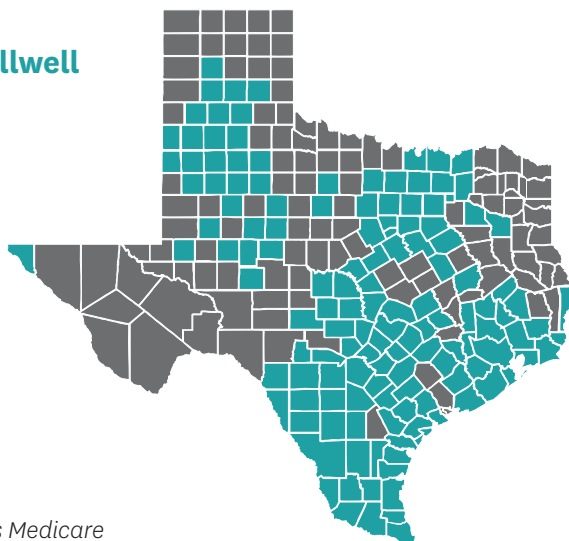
**Ambetter from
Superior HealthPlan
(Marketplace)**



**Superior HealthPlan
STAR+PLUS
Medicare-Medicaid
Plan (MMP)**



**Wellcare &
Wellcare By Allwell
(Medicare)**



Note, Superior provides Medicare coverage through Wellcare and Wellcare By Allwell. This map identifies all counties where Texans can receive Medicare through at least one of these programs.

CENTENE[®] Corporation

Centene Corporation, a Fortune 25 company, is a leading healthcare enterprise that is committed to helping people live healthier lives. The Company takes a local approach, with local brands and local teams, to provide fully integrated, high-quality, and cost-effective services to government-sponsored and commercial healthcare programs, focusing on under-insured and uninsured individuals.

Centene offers affordable and high-quality products to nearly 1 in 15 individuals across the nation, including Medicaid and Medicare members (including Medicare Prescription Drug Plans) as well as individuals and families served by the Health Insurance Marketplace, the TRICARE program, and individuals in correctional facilities. The Company also contracts with other healthcare and commercial organizations to provide a variety of specialty services focused on treating the whole person. Centene focuses on long-term growth and value creation as well as the development of its people, systems, and capabilities so that it can better serve its members, providers, local communities, and government partners.

Meeting the Needs of Our Members

With the cost of living still high, many families are faced with choosing between buying essential items or keeping the lights on at home. To get Texans what they need – where they are – **Superior has been working with schools and nonprofits to launch hygiene closets** stocked with items such as shampoo, paper towels, and laundry detergent, all at no cost to the community.



2023 Hygiene Closets

- | | |
|-------------------|-------------------|
| 1. Abilene | 12. Kaufman |
| 2. Alton | 13. Lubbock |
| 3. Amarillo | 14. Marble Falls |
| 4. Austin | 15. Monte Alto |
| 5. Corpus Christi | 16. Odessa |
| 6. Dallas | 17. Progreso |
| 7. Donna | 18. San Angelo |
| 8. Dumas | 19. San Antonio |
| 9. El Paso | 20. San Marcos |
| 10. Greenville | 21. Waco |
| 11. Hereford | 22. Wichita Falls |



See all the events Superior hosts throughout Texas.
<https://bit.ly/45Ewqop>



Total Funding
\$134,600



Individuals Served
58,134



Households Impacted
22,295



Introduced in 2020 in the early stages of the COVID-19 pandemic, and later expanded due to community needs, Superior

continues to provide funding to community-based organizations to help ensure hygiene closets are stocked to support those in need.

Hygiene closets help fulfill a need that's not often talked about, but critically important. Personal care items are not covered under the Supplemental Nutrition Assistance Program (SNAP), a service that acts as the first line of defense for 3.7 million low-income Texans.

Addressing these needs can have a profound impact on non-medical drivers of health, the barriers often faced by lower-income individuals that prevent good health, which also include transportation and housing.

As an effort to close a gap in care, **these hygiene closets are perhaps one of Superior's most successful programs to date** and continue to make an impact in the lives of individuals throughout the state.

\$544,109

Total funding from Superior to support hygiene closets since 2020.

“

Our vision is to see everyone end their day without worries for tomorrow. If supplying basic necessities lifts a burden, then tomorrow may seem brighter.”

Dawn Capra

Director, Community Impact for Community Resource Centers of Texas, Inc.

“

This collaboration with Superior HealthPlan aligns perfectly with our mission to serve individuals and families needing assistance with housing, employment, food, transportation, and more. We're excited to be the local host of this hygiene closet for the Burnet County community.”

Lucy Murphy

Executive Director, Community Impact for Community Resource Centers of Texas, Inc.

“

Through the partnership with Superior, we provide families in our community with hygiene items. In addition to Superior's \$5,000 sponsorship, Canutillo ISD holds hygiene item drives because we see the need for this type of support and are happy to expand upon our combined efforts and make an even bigger impact.”

Nancy Torres

Coordinated School Health Facilitator, Canutillo ISD

A Commitment to Inclusion

Superior answers the call to serve those who may need extra support. From sponsoring programs organized by our community partner organizations to hosting inclusive events that serve individuals with disabilities and their caregivers, **we take active local involvement to the next level** with initiatives like these...



An Event for All Children

After a successful first year, the 2nd Annual Superior Sensory Day at the Fair in Odessa saw another great turnout. With more than 400 in attendance, families with children who have sensory needs enjoyed rides in a sensory-friendly environment with limited lights and music. And because the event has been such a big hit, **Odessa Mayor Javier Joven proclaimed September 6 as the official Sensory Day at the Fair.**



Bringing Families Together

At no cost for guests and their families affected by autism and sensory processing disorders, **Superior continues to host sensory friendly showings in theaters** that feature brightened light levels, reduced sound volume, and room for guest interaction and movement. This initiative has allowed those with disabilities, as well as their families, to enjoy a unique opportunity that contributes to their overall well-being.



Improving Access to Care

In the U.S., 22% of provider practices reported being unable to accommodate a patient in a wheelchair, according to a study by the Centers for Medicare & Medicaid Services. To combat this, Superior provided nearly \$40,000 in grants and partnered with the National Council on Independent Living to **help three Texas providers remove barriers to accessibility at their practices.**



San Antonio Independent Living Services (SAILS) is very grateful to partner with Superior HealthPlan and receive their support through a sponsorship at the annual Americans with Disabilities Act (ADA) Celebration in San Antonio, the first and only of its kind. Superior's support enables us to bring even more community members together, especially persons with disabilities."

Kitty Brietzke

Chief Executive Officer

San Antonio Independent Living Services

Foster Care Centers of Excellence



In 2008, Superior became the **first managed care plan in the country to offer statewide health insurance for children and youth in foster care**. Nine years later, Superior launched the Foster Care Center of Excellence program to raise the level of care received by members in the STAR Health Medicaid program.

To qualify, providers must meet more than 60 criteria, including quality improvement initiatives, program processes, and staff requirements. These providers offer:



Individual care plans tailored to the needs of members.



Embedded Service Coordination offered to members who need extra support.



Health Passport, an online patient record that provides real-time access to health information.



Behavioral health resources to support all health-care needs of children in foster care.



It is our privilege to have received this designation from Superior and for allowing us to provide exceptional care to underserved children in and out of the foster care system. This distinction helps shine a light on our staff who pride themselves in caring for everyone who comes through our doors.”

Jason Chavers

MBA, executive director of community-based clinics at UT Physicians, a clinical practice of McGovern Medical School at UTHealth Houston



At McGovern Medical School we have had a long-standing relationship with Harris County Resources for Children and Adults, one of the first Foster Care Centers of Excellence in the state. We are thrilled to partner with Superior to add another clinical site to assist in the care of this vulnerable population.”

Robert Yetman

MD, professor in the Department of Pediatrics with McGovern Medical School and pediatrician at UT Physicians



Learn more
about the Foster
Care Centers of
Excellence.

An Ongoing Commitment to Uvalde

Following a mass shooting in May 2022 at Robb Elementary School in Uvalde – in which 19 children and 2 adults lost their lives – Superior quickly responded to support the community. As part of our response, Superior and its parent company, Centene, continued its close partnership with Uvalde-based Community Health Development, Inc., pledging to find ways to support the people of Uvalde for years to come.



Community Center: In December 2022, Superior and the Centene Charitable Foundation provided \$7.9 million in funding to build a new community center. When complete, the center will offer space for health-care services, local retail vendors, educational offerings, and childcare.



Community Event Sponsorships: Superior has sponsored back-to-school and wellness fairs to provide Uvalde-area families with school supplies, access to routine vaccinations, medical and dental checkups, and food.

\$8.2M

How much Superior and Centene have donated so far to support Uvalde.

25%

The number of Uvalde County residents who get healthcare from Superior.



Behavioral Health Support: Superior's behavioral health team reached out to all Superior members in the county in the weeks after the tragedy while our teams have also offered Uvalde-area providers free behavioral health trainings so they can better support their patients.



We are honored to partner together to continue serving the Uvalde community for years to come. With Centene and Superior, we've expanded access to telehealth, offered behavioral health training for providers, and supported thousands of Superior members we serve in this area."

Mayela Castañon

CEO, Community Health Development, Inc.



Watch to learn about Superior's support for Uvalde.

A Collaborative Approach to Care

There are dozens of agencies and community partners that Superior works with to meet the needs of our members. Here are two partnerships that have made a big difference in the lives of Texans.



Since 2022, Superior has been working with MedArrive to support Texans with at-home care management. The home health partnership helps improve the quality of life for Superior members who have complex health needs by **closing care gaps, addressing non-medical drivers of health, and assisting at-risk members to navigate the healthcare system**. The program has helped members like Michael improve their overall health.



I was going to the emergency room at least twice a week, but since I've been with Superior, they have opened more avenues to give me medical help. Superior and MedArrive make me want to do my part for a better, long-lasting life."

Michael

Superior HealthPlan member



The long-term partnership between Superior and Prospera continues to be successful. A study released in 2023 by UTHealth Houston School of Public Health shows that **affordable housing communities (like Prospera) that partner with managed care organizations (like Superior) may reduce the use of emergency and urgent care** of residents. The study had two key findings:

- Participants who had both Superior coverage and Prospera housing had a **56% lower rate of emergency or urgent care visits** compared to those who had Superior healthcare, but did not live in Prospera housing.
- Healthcare costs, in particular pharmacy expenses for Superior members who lived in Prospera housing, were lower, with that group **spending about \$2,000 less than Superior members who did not live in Prospera housing**.

Putting Our Members First

Superior serves about 2 million members across Texas, many of whom have complex medical needs that would be difficult to manage alone. Since 1999, we have been committed to ensuring each member we serve has the care and support they need. Below are three examples – told through the eyes of our members – that demonstrate that commitment.



Addressing Chronic Pain and More

Melanie broke down the first time she spoke to her Superior Care Manager. A mother of two, she was at her lowest point as the complex health issues she had been facing were piling up. From chronic back pain and a rare disease to a curved spine and depression, **it had become nearly impossible for her to walk, shower, and care for her children.** But her first conversation with Shea, her Care Manager, was exactly what she needed to put her on a path to a better and more fulfilling life.



An Early Diagnosis to Beat Cancer

When Autumn was 20 years old, she lost her mother to breast cancer. A history of the disease runs in the family, so she knew she was at a higher risk than most women. Fast forward to 2021, **Autumn received the same news her mother did all those years ago – she had cancer.** Yet, because of early detection, comprehensive healthcare, and the support of doctors, family, and Superior HealthPlan, Autumn beat breast cancer. Her story now serves as a guide for other women who may be battling the disease.



Helping Members Manage Their Care

Consumer Directed Services (CDS) allows people who receive Medicaid in Texas to hire and manage the people who provide their services in the home. **Linda, a Superior member in San Antonio, has a range of health issues stemming from a life-changing accident when a tree fell on top of her.** For more than a year, she's taken full advantage of CDS by hiring her son to provide the extra support she needs, a service that's helped Linda remain in her home while receiving care from a person she trusts.



Watch these stories and more to see how Superior HealthPlan is putting our members first.

Providing Whole Health



Start Smart for Your Baby™

For 14 years, this evidence-based initiative has provided health education for pregnant members to improve maternal and newborn health while reducing the risk of birth defects. The program is designed to customize the support and care members need for a healthy pregnancy and baby.

Start Smart for Your Baby® incorporates care management, care coordination, and health education to improve maternal and infant health. Members enrolled in the program have access to:

- **Care Management:** Superior's Care Managers are registered nurses and licensed social workers who work with members to schedule appointments, provide transportation assistance, offer breast feeding support, and find resources that help them get well and stay well.
- **Rewards*:** Superior members who are pregnant can earn up to \$100 in My Health Pays® rewards each year for attending prenatal appointments and \$50 in rewards for postpartum care. Members also have access to food, cribs, diaper bags, diapers, housing, and clothing.



Behavioral Health

Members are not alone in managing their mental health. With Superior's behavioral health programs and benefits, they can get mental health and substance abuse support. Examples include:

- **myStrength*:** This behavioral health resource is offered to members at no cost, providing self-help tools, personalized activities, and online health trackers to help improve emotional health.
- **Mental Health Targeted Case Management:** For members who need additional support, Superior helps find access to care and community support services through this program.



Supporting Caregivers

There are more than 50 million caregivers in the U.S. today, or approximately one in 5 adults. That's why Superior is committed to supporting those who support our members. This includes:

- **Careopolis™*:** This online "caring community" enables some members to engage friends and family as it relates to their healing or healthcare journey. Members create and manage online accounts to enhance connections with friends and loved ones.
- **Respite Care*:** Members with certain complex health needs have access to respite services. For those who qualify, this gives caregivers short-term relief from taking care of their loved one.

**Restrictions and limitations apply.*

Recognizing Our Impact

Best Places for Working Parents

For a third straight year, Superior was designated a Best Place for Working Parents, continuing a commitment to workplace flexibility and family-friendly policies. Superior was one of the first 30 organizations in Austin to receive that honor, and has since added benefits that support working parents:



Parental & Caregiver Leave: New in 2023, an expanded benefit allows employees who give birth up to 14 weeks of paid time off. Separately, employees can also now get up to 6 weeks to care for an immediate family member.



Workplace Flexibility: Since March 2020, Superior has expanded remote and hybrid work arrangements to support employees, with more than 90% of staff now working remotely full-time.



Adoption Reimbursement Program: For parents adopting a child, Superior will reimburse eligible expenses for up to three adoptions per family.



Tuition Reimbursement: Superior will cover partial tuition reimbursement for approved courses toward an undergraduate or graduate degree.

[Read this case study about why Superior is a Best Place for Working Parents.](#)

Notable Awards for Centene

As one of Centene Corporation's largest health plans across the country, Superior is proud to be part of a family of companies that continuously receive recognition for providing employees with a positive, inclusive culture. Here are just a few of the latest awards earned by Centene:



Ranks No. 25 on the Fortune 500® List in 2023 of largest U.S. corporations by revenue. Centene has risen 461 spots since debuting on the list in 2010.



Has been named one of **America's Most Innovative Companies** by Fortune. Centene is one of 300 companies included on the list.



Ranks No. 13 on Fortune's "Best Workplaces in Health Care™" list for 2023, an increase in rank from 27 in 2022.



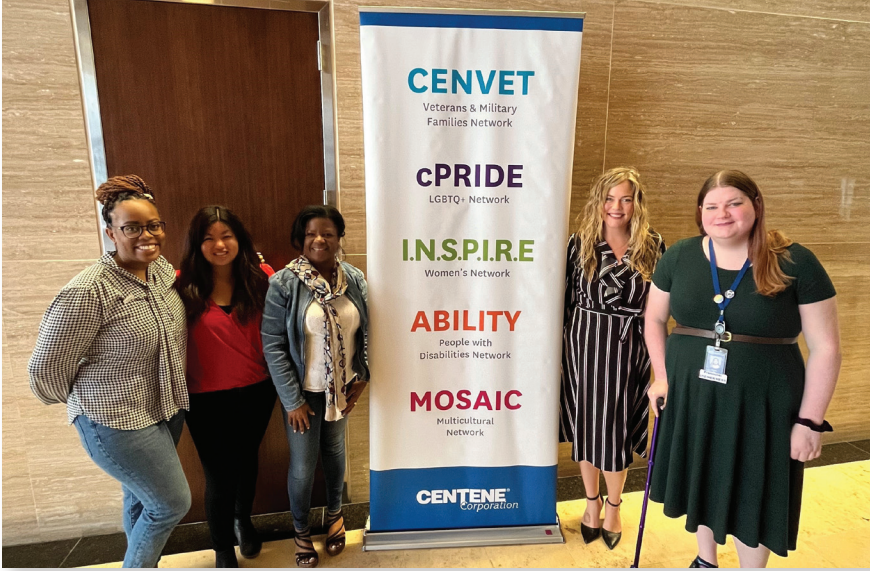
Has been named to the **Forbes' list of America's Best Employers for Diversity** in 2023. The list incorporates age, gender, ethnicity, disability, LGBTQ+ equality, and general diversity.



For a fifth consecutive year, Centene was named in 2023 as **one of Fortune's World's Most Admired Companies®** in the U.S.

[Click here to see all the awards earned by Centene in 2023.](#)

A Commitment to Diversity, Equity & Inclusion



To best serve a diverse population – now at 2 million members – Superior is committed to diversity throughout the organization. That’s why **we expanded our new Diversity, Equity & Inclusion Council in 2023**, made up of employee volunteers and leaders from across the company. This group has been supporting the existing Employee Inclusion Groups (EIGs) that make a difference in the lives of employees, members, and providers in Texas.

Furthering our commitment to DE&I, a group of Superior employees attended a learning forum hosted by our parent company, Centene.



MOSAIC provides peer support for employees of all racial and ethnic backgrounds through networking, mentoring and coaching while promoting education and awareness and supporting employee engagement and retention.



I.N.S.P.I.R.E. leverages tools such as targeted development sessions, mentoring, and community engagement to develop women as leaders and prepare them for leadership opportunities at all levels of the company. Members work to keep Superior and Centene as an employer of choice among professional women.



Our LGBTQIA+ Employee Inclusion Group, cPRIDE, supports an inclusive work environment for lesbian, gay, bisexual, transgender and all employees to promote the ability to bring their full selves to work. This EIG works to provide guidance on how Superior and Centene can be an even greater place for LGBTQIA+ employees to work.



CENVET provides support and resources for employees who have served in the armed forces and those related to a service member or former service member. The CENVET EIG provides recommendations when there are issues relevant to veterans and military families while helping Centene further veteran outreach and develop talent in this important constituency.



ABILITY exists to support and enable employees to fully contribute and reach their full potential in the workplace, challenge the stereotypes and stigma associated with people with disabilities, and to expand disability cultural competency throughout the company.

Review the [Annual DEI Report](#) to learn more about DEI at Centene.

A Culture of Caring

With 3,200 employees across Texas, Superior's culture supports active local involvement throughout the state. Giving back through donations and volunteerism has long been a cornerstone of our individual contributions to the communities we serve. Here are three ways Superior employees gave back in 2023...



Diaper Bags, Baby Books, and Rattles...Oh My!

Superior's Corpus Christi employees volunteered at the United Way of the Coastal Bend Happy Birthday Baby event by **putting together diaper bags filled with baby books, parental education, rattles, burping cloths, and self-care products.** The items were distributed to new moms in hospitals across Nueces County.



Putting the "Active" in Active Local Involvement

Superior medical directors were part of a volunteer effort at the YWCA Food Pantry in San Antonio, where they stocked food and hygiene items. One volunteer said, **"We helped the attendees "shop" in the food pantry, many of whom are likely our members.** We are so lucky Superior supports employee volunteerism."



Gardening for the Greater Austin Area

Through United Way for Greater Austin, Superior's Communications team worked in the garden at the Round Rock Area Serving Center. The team **learned from a master gardener and got their hands dirty to help local Austin-area families receive fresh produce from the garden at the center.**

With more than 3,200 employees – in communities all over Texas – fundraising, volunteering, and donating have always been a major part of what we do. Here are three ways Superior employees are able to make a unique impact in the communities where they work and live.

\$60,000

Superior employees have provided funding to March of Dimes since 2017.



Supporting March of Dimes

March of Dimes aims to end preventable, preterm birth as well as maternal and infant mortality. **To support this organization, we encourage employees to get involved in a company-wide fundraiser.** The money raised – \$15,000 in 2023 – was donated to March of Dimes, supporting research that helps moms have full-term pregnancies.

\$2 million

Superior employees have donated to United Way since 2014.



Employee Giving in 2023

Over the course of 9 years, **Superior employees have donated to Texas chapters of United Way during the company's annual fundraising campaign.** From supporting early education to providing food to low-income neighborhoods, employees can choose how their donation is used, helping align with causes that are important to them.

8 hours

Superior employees can take paid time off to volunteer.



Employee Impact Network

In 2022, **Superior and Centene launched the Employee Impact Network to connect employees with community service opportunities.** This makes it easier to find ways to give back. On top of that, all full-time employees have Community Impact Time available to use during the workday, a new paid time-off benefit.



superior
healthplan™



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